



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
THIRD YEAR, FIRST SEMESTER**

**SCHOOL OF NATURAL RESOURCES, TOURISM
HOSPITALITY
BACHELOR OF HOTELS & HOSPITALITY
MANAGEMENT**

**COURSE CODE: HHM 3126-1
COURSE TITLE: HOSPITALITY OPERATIONS
MANAGEMENT**

DATE: 14TH DECEMBER, 2022

TIME: 1100-1300

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** compulsory and any other **TWO** questions

This paper consists of 3 printed pages. Please turn over.

SECTION A (20 MARKS)

QUESTION ONE

- a. Explain five factors that influence forecasting and managing demand
(5 marks)
- b. Explain five importance of having staff and line functions in an organization
(5 marks)
- c. Explain five ways in which technology improves operational performance
(5 marks)
- d. Explain five challenges that may hinder efficient work control and coordination in a hospitality firm
(5 marks)

SECTION B (30 MARKS)

QUESTION TWO

Discuss five ways by which managers give structure to organizations

(15 marks)

QUESTION THREE

- a. Explain five factors that influence product design
(10 marks)
- b. Define an organizational chart and give a brief description of a typical hotel organizational chart
(5 marks)

QUESTION FOUR

- a. Elucidate five types of technology as applied in hospitality operations management
(5 marks)
- b. There are many different types of accommodation to suit different budgets, different tourists and different types of customers. Describe ten types, differentiating catered and non-catered accommodation.
(10 marks)

QUESTION FIVE

- a. Describe five functions of communication in enabling efficient operations
(10 marks)
- b. Hospitality operations management involves transforming inputs into finished products and services; discuss how productivity management is applied in this context
(5 marks)

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